

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-04 H-02 INR-07 L-03

NSAE-00 NSC-05 PA-02 PRS-01 SP-02 SS-15 USIA-15 EB-08

SCA-01 COME-00 OMB-01 TRSE-00 /077 W

-----141807Z 036657 /41

P R 141635Z FEB 77

FM AMCONSUL MAZATLAN

TO SECSTATE WASHDC PRIORITY 1098

INFO AMEMBASSY MEXICO

UNCLAS MAZATLAN 0089

E. O. 11652: N/A

TAGS: CASC, MX, EGEN, CGEN, PINT

SUBJ: TOURISM AT LOW EBB IN LA PAZ

1. IN A RECENT COLUMN, CARLOS MORGAN, DIRECTOR OF THE "SUD-CALIFORNIANO", LA PAZ' MOST PRESTIGIOUS NEWSPAPER, STATED THAT THE TOURIST INDUSTRY IN LA PAZ AT THE PRESENT TIME IS SO DEPRESSED THAT WHEN LIC. MIGUEL ALEMAN VISITED THERE HE WAS SHOCKED TO SEE WHAT HAD HAPPENED TO ONE OF THE PRINCIPAL SOURCES OF ICNCOME. ALEMAN, ACCOMPANIED BY OTHER TOURISM OFFICIALS, SAW ABANDONED TOURIST CAMPS, EMPTY HOTELS -- SOME CLOSED AND OTHERS AT POINT OF CLOSING -- RESTAURANTS AND BUSINESS IN OBVIOUS BANKRUPTCY. ALEMAN REPORTED THAT HE HAD NOT IMAGINED THAT TOURISM HAD REACHED SUCH A LOW EBB AND OFFERED TO BEGIN A PROGRAM OF RECUPERATION.

2. MORGAN FURTHER COMMENTED THAT THE BAJA CALIFORNIANS CONSIDER THAT THE MOST IMPORTANT DEVELOPMENT IN THE TOURIST INDUSTRY WOULD BE THE CREATION OF A STATE TOURISM ADVISORY BOARD (CONSEJO ESTATAL DE TURISMO) TO PROMOTE TOURISM AND TO APPLY IMMEDIATE MEASURES TO PULL THE INDUSTRY OUT OF ITS SLUMP.

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3. COMMENT: LOCAL SOURCES HAVE TOLD THE CONSUL THAT THE PLANS FOR THE TOURIST ADVISORY BOARD ARE ALREADY UNDER WAY. LA PAZ, WHOSE COMMERCE DEPENDS ON ITS FREE PORT STATUS, SUFFERED A GREAT LOSS OF BUSINESS WHEN THE PESO WAS FLOATED.

MATTHEWS

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NNN

Message Attributes

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